

Appendix A: Community Outreach Memorandum



TO: The Chinatown Community Vision Plan Steering Committee

FROM: The Planning Team

DATE: November 26, 2013

SUBJECT: Community Outreach Memorandum

Dear Steering Committee,

The Chinatown Community Vision Plan team would like to provide the Steering Committee meeting with a summary of the outreach strategies that have taken place since the commencement of the project.

This Outreach Memorandum highlights the outreach efforts undertaken by the Coalition for a Better Chinese American Community (CBCAC) and the Chicago Metropolitan Agency for Planning (CMAP) and presents key findings of existing issues, challenges, and opportunities in Chinatown gathered from various public engagement tools and strategies.

Introduction and overview

Community engagement—particularly for traditionally underrepresented populations—is an important element of a sound and comprehensive planning process. To give Chinatown residents and stakeholders a voice in how their community's plan is formulated, this project engaged different representative groups of the community to better understand and address the needs of the community as a whole. While the project team sought input from all members of the Chinatown community, it focused particular attention on the following groups:

- Children/youth, 18 years old and younger
- Young families

- Recent immigrants
- Small business owners
- Elderly citizens

These audiences each have unique perspectives on what topics are most important to address and how the Chinatown Community Vision plan might achieve a desirable future for generations to come. In an effort to engage those who are typically underrepresented from the planning process due to the language barrier or citizenship status, CMAP staff worked with CBCAC and a professional translation service to translate project material into Chinese.

In Phase 1, from April 11 to October 15, 2013, the Chinatown Community Vision Plan launched outreach efforts to gather public input to make this project inclusive of all Chinatown residents. During this period, the team achieved the following goals:

- Introduce the project to the community
- Explain the objectives of the project
- Define the planning process for getting there
- Encourage residents, community leaders, and stakeholders to express their priorities for the future of the Chinatown.

Due to the range of language abilities and familiarity with the planning process, building flexible opportunities for participation was key for the implementation of this phase. Residents and stakeholders had the opportunity to get involved in this phase by choosing to participate in public workshops, stakeholder interviews, and paper or online surveys.

The public engagement phase began with an official project launch event; followed by an activity called “postcards from the future,” focus group workshops, business owner and short canvassing surveys, questionnaires, and stakeholder interviews. All of these activities described in this document align closely to the project’s Project Outreach Strategy (PROUST), which was created at the beginning of the project to outline the goals and methods for the public participation components of the work CMAP is doing in collaboration with CBCAC. This memorandum details the public engagement tools, results, and significance of this public participation.

Outreach activities

To date, over 1627 residents and stakeholders have participated in the community engagement process for the Chinatown Community Vision Plan. The following information provides a detailed look at the outreach engagement tools utilized to gather input from the community.

Table 1.1 Public participation numbers

Public input opportunity	Number of participants
Steering Committee meetings	18
Project Launch	35
Key Person Interviews	15
Chinatown Postcards from the Future	264
Questionnaires from St. Therese Chinese Catholic Church	34
Public Workshop	
Questionnaires from Pui Tak Center workshop classes	215
Questionnaires from Kelly High School	55
Questionnaires from additional community sources	727
Short Canvassing Survey	250
Business Owners Survey	14
Total	1627

Steering Committee

To guide the development of the plan and provide background information on existing issues and opportunities in Chinatown, a steering committee representative of a wide variety of interests and perspectives from the community was formed at the beginning of the project. The steering committee met on March 8, 2013 and July 22, 2013 to keep the steering committee up-to-date on the project and gather feedback for the plan documents. There were a total of 18 steering committee members present at the meetings.

Project launch event

The engagement phase began with an official public kick-off event held on April 11, 2013 at the Chinese American Service League (CASL). The meeting began with welcome and introductions by the project steering committee chairs Alderman Daniel Solis, C.W. Chan, and Raymond Chin. Following the introduction, CMAP staff gave a detailed overview of the project including a description of the planning process, deliverables, and the project's community engagement strategy.

This event, which had approximately 35 attendees, was meant to promote the project to key partners and stakeholders active within the Chinatown community and to seek their partnership in providing valuable input and assisting the team in engaging the community. The attendees had the opportunity to ask questions about the project and engage in a discussion about how to reach out to the Chinatown community. The event spurred interest from two local newspapers that featured the event in two articles "Have a Vision for Chinatown's Future? Send a Postcard from 2040" and "Chicago Chinatown Vision Plan Launch Outlines a Blueprint for Development."

Key person interviews

CMAP conducted confidential key person interviews with 15 community stakeholders representing a variety of interests. These stakeholders included business owners, developers, elected officials, and organization leaders. The key person interviews are designed to give CMAP more detailed insight as to what issues and ideas exist in the community and serve as opportunity to deepen the understanding of community dynamics that are relevant to the creation of the community vision plan.

Chinatown Postcards from the Future

In order to engage as many people as possible and define a shared community vision, a community-wide activity called “Chinatown Postcards from the Future” was initiated on April 29, 2013. CMAP developed a postcard from the future (Figure 1 in appendix), using pictures from the Chinatown neighborhood, to ask residents what they would like to see in the future of Chinatown.

To date, over 264 postcards have been filled-out and collected, with the help of student volunteers and via postcards that were dropped into comment boxes located at local businesses.

St. Therese Chinese Catholic Church workshop

A public community workshop was conducted at St. Therese Chinese Catholic Community Church on July 7, 2013. At the workshop, CBCAC and CMAP introduced the project and conducted an activity where participants were asked to fill out a questionnaire that asked about a number of issues relevant to the vision plan (Figure 2). The questionnaire asked the participants to address top concerns in Chinatown and give input on community identity, parks and open space, land use, economic development, community services, healthcare, education, transportation, and housing. The questionnaire also asked the attendees to identify places they liked and disliked, as well as any areas in Chinatown that they believe the community should invest time and effort into. In total, participants completed 34 questionnaires at the St. Therese workshop.

Pui Tak Center workshops

In the month of August, a series of workshops were conducted at Pui Tak Center with 10 individual English as a second language (ESL) and citizenship classes, yielding a total of 215 surveys collected. Using a Chinese language version of the same questionnaire as the St. Therese workshop (Figure 3), the goal of the Pui Tak Center workshops was to reach new immigrants and young families in order to better understand the issues they believe need to be addressed in the development of the plan.

School survey

In order to target youth voices, CBCAC staff reached out to students at Kelly High School, where most of Chinatown’s high school-aged residents attend. Staff presented the project in high school classes to increase awareness of the project, encouraging students from Chinatown to complete the questionnaire. The team collected 55 completed surveys from high school students in this focus group workshop. In addition, the team sought input from parents of students from Haines Elementary school by sending surveys home with students.

Canvassing

To reach the public at large, a streamlined version of the questionnaire was prepared. This “short canvassing survey” (Figure 4) asked the same questions but facilitated the efficient collection of community input in situations that were not well suited to the more lengthy questionnaire. For example, on July 13, CBCAC staff and summer interns obtained 70 short surveys from canvassing at the annual Dragon Boat Race. In total, there were 250 short canvassing surveys collected at the end of Phase 1 of community outreach.

Questionnaires from online tool and additional community sources

In addition to reaching the community stakeholders through key person interviews, short canvassing surveys and questionnaires, and workshops, an online version of the survey was developed to reach a wider range of stakeholders who may not have been able to attend the workshops and meetings. Survey participants had the option to choose to take the online questionnaire in English or Chinese.

An additional 727 questionnaires were collected from a variety of additional community outreach sources, including the Chinese Consolidated Benevolent Association (CCBA) senior lunch program, the Chinese American Service League (CASL) senior and youth groups, CASL staff, Chinatown Public Library staff, garment factory workers, and patrons and employees from local banks, insurance companies, restaurants, retail and grocery shops, health clinics, and hair salons.

Business owners survey

Because Chinatown contains a strong presence of local business owners who play an important role in the community, the team a customized survey targeted for merchants (Figure 5) to learn about the challenges they face as business owners, as well as their priorities for the future of their businesses and the future of Chinatown. A total of 14 business owners survey were collected.

Key findings and results

The information gathered from all of the outreach strategies described above indicates an overall consensus regarding what the Chinatown community believes are the top concerns and needs that should be addressed by the Chinatown Community Vision Plan.

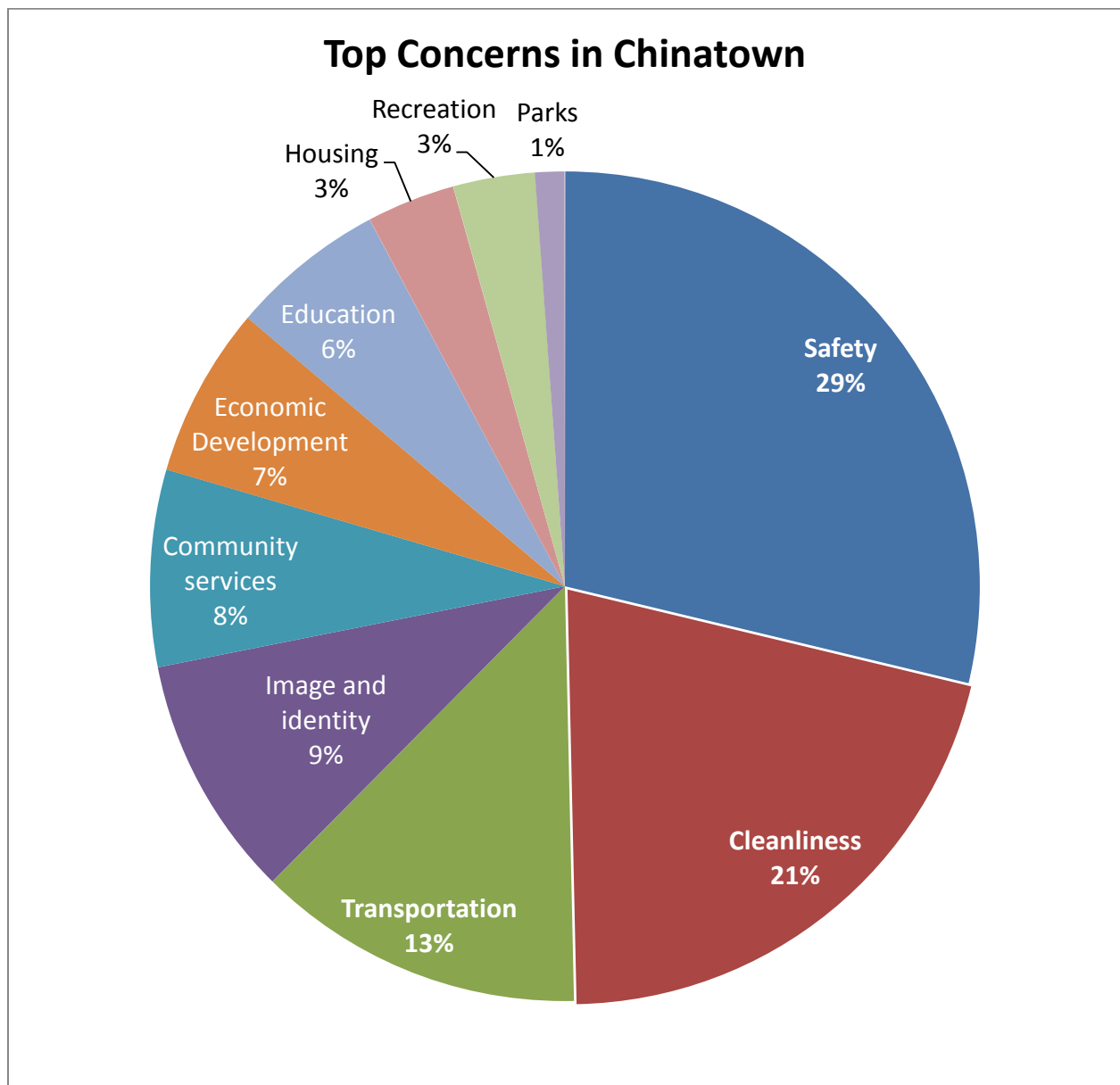
The following discussion focuses on participant responses to the questions that were asked by the outreach questionnaire and short canvassing survey. It should be noted, however, that this input closely corresponds with the observations and opinions gathered through other outreach activities, such as key person interviews and “Chinatown Postcards from the Future.”

Top concerns in Chinatown

An open-ended question asked participants to list their top three concerns affecting the quality of life in Chinatown. Analysis of the overall responses found three main issues facing residents and stakeholders in Chinatown:

1. **Safety** is the number one concern, accounting for 29% (524 responses) of all responses. People mentioned high robbery rates and feeling unsafe walking around at night.

2. **Cleanliness** of the streets, sidewalks, and other public spaces in Chinatown was a close second, making up 21% (381 responses) of all responses. Many of the comments referred to behavioral habits, such as people spitting and smoking, or restaurant waste practices. Others referred to increasing facilities or infrastructure to improve cleanliness, such as having more garbage cans or public toilets.
3. **Transportation** was the third top concern, with 13% (233 responses) of all responses. The specific transportation concerns broke down into three main categories: (1) transportation access, such as putting increasing the frequency of bus service or adding more bus stops within Chinatown; (2) transportation infrastructure improvements, such as more stop signs, traffic lights, pedestrian under/overpasses, or bike lanes; and (3) parking, which accounted for over a quarter of all transportation concerns.



Participants were also asked a series of specific questions about Chinatown on a variety of topic areas:

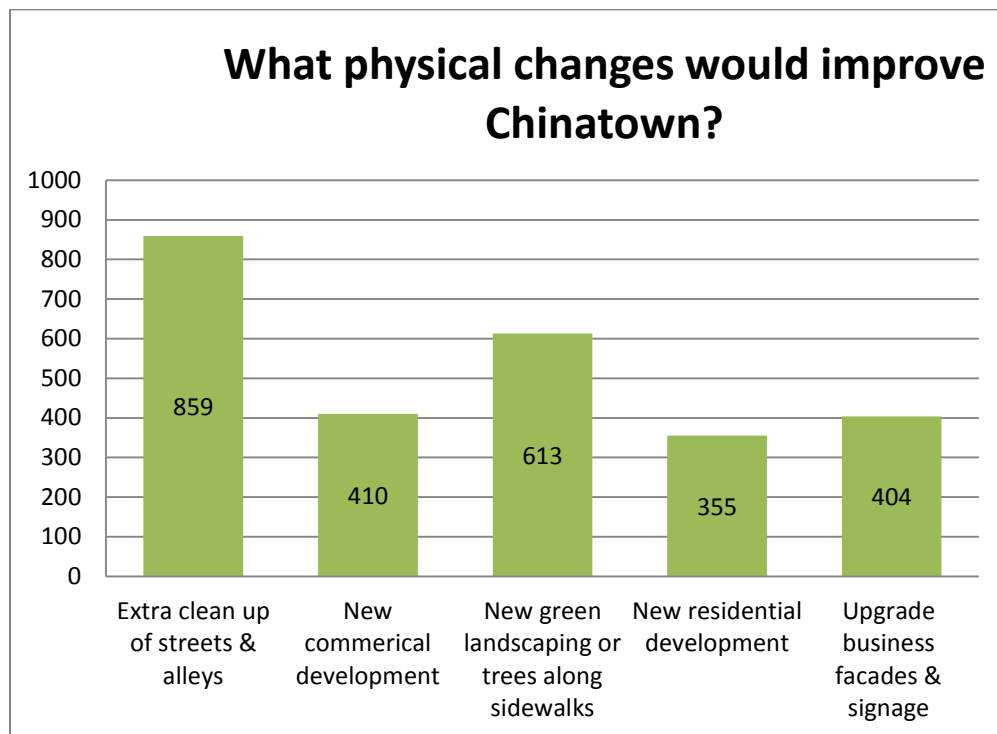
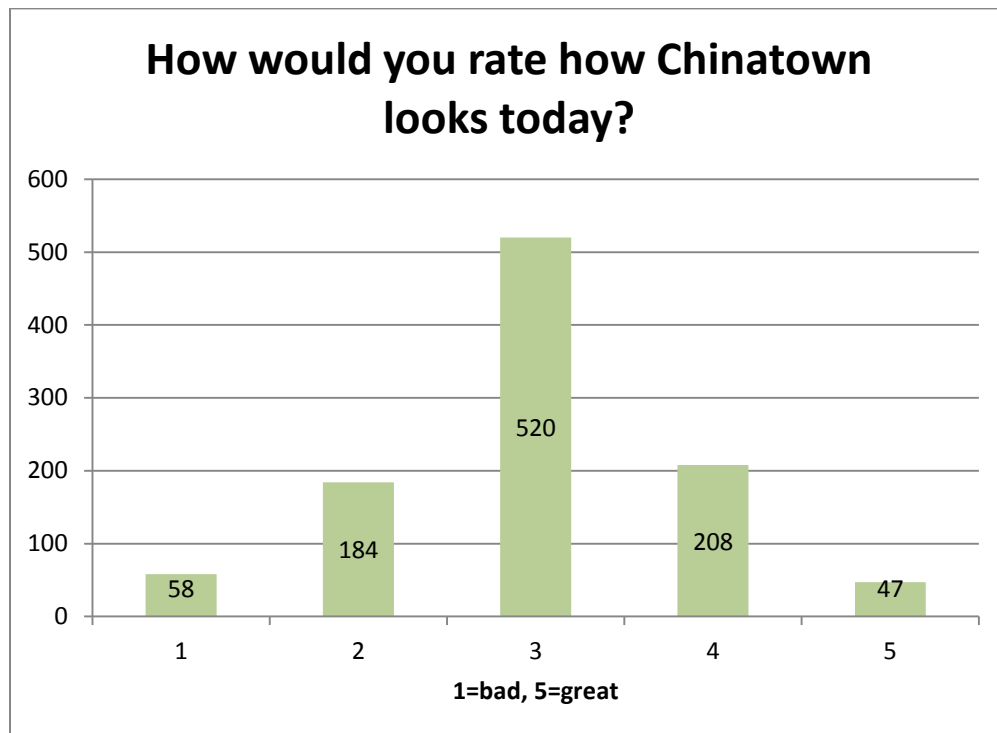
- Community Identity, How Chinatown Looks
- Community Services
- Economic Growth
- Education
- Healthcare
- Housing
- Parks, Playgrounds, and Public Squares
- Transportation

Community Identity, How Chinatown Looks

Chinatown is a unique neighborhood with many different characteristics and amenities that add to the distinct identity of the community. Cleanliness, ranked as the second overall priority for survey respondents, factored heavily into image and identity issues. Of the other responses focused on other aspects of community identity, 57% were interested in highlighting or strengthening the unique Chinese cultural identity of Chinatown, whether through promoting Chinese cuisine or establishing distinguishing landmark features. Some suggested improvements to the urban environment, such as streetscaping and building façade improvements. Others were concerned with improving public behavior (13%), such as improving public “civility” and “courtesy.” The last main group was concerned with having their voices heard by others outside of Chinatown.

To understand how the community views Chinatown, the survey also asked participants to write down the first thing that came to mind when posed the question, “What makes Chinatown unique?” Based on the comments provided, the majority of participants view Chinatown as a cohesive community for Chinese people. The Chinese restaurants and shops, along with the prevalence of the Chinese language, allow people to identify with their neighbors and community. The second most common characteristic that makes Chinatown a unique community are the distinguishing cultural landmarks and architecture, which contribute to the physical identity of the community and make it a destination for tourists and people from other neighborhoods to learn about the culture.

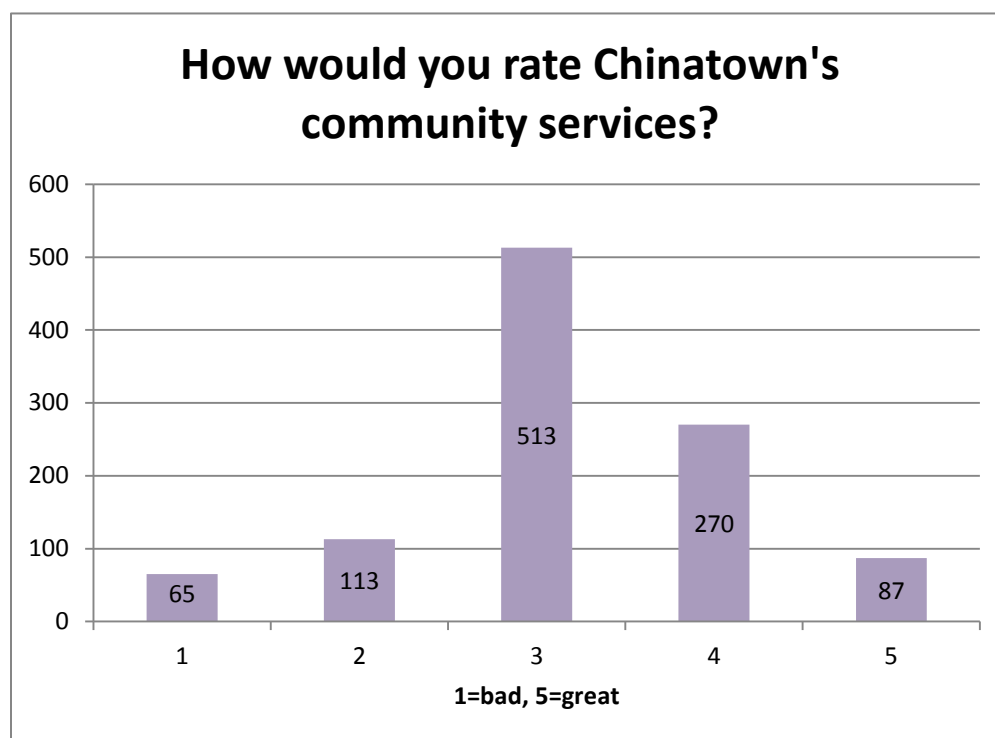
In addition, participants were also surveyed on their opinion concerning the look and character of Chinatown. Most people felt neutral about Chinatown’s appearance, but focused on the need for better clean-up of streets and alleyways.

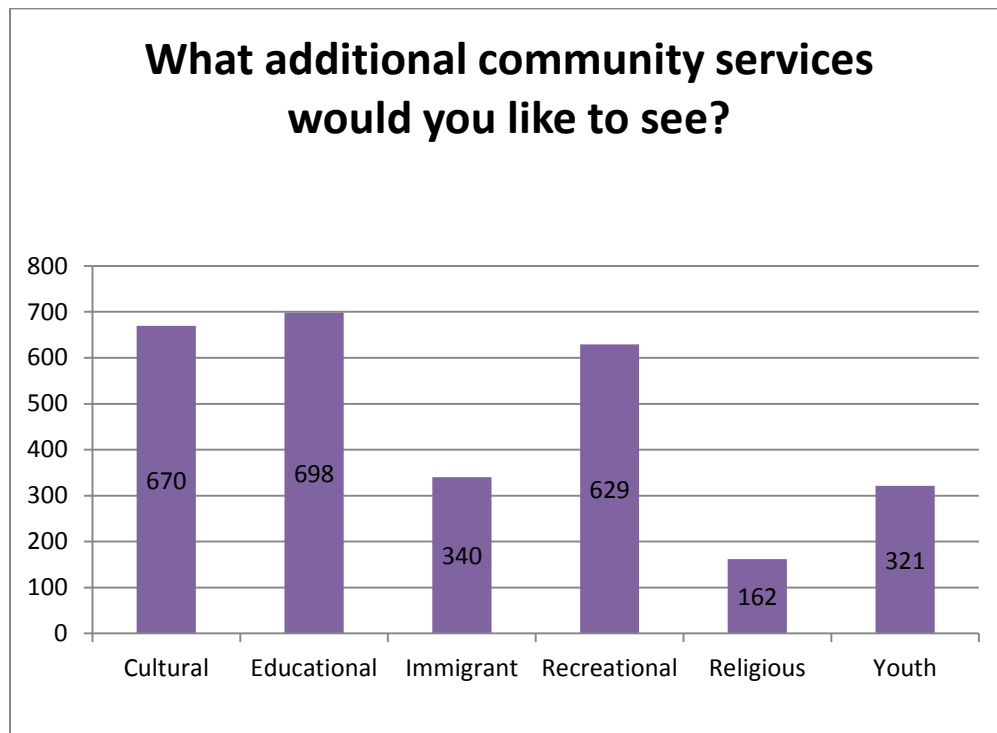


Community Services

One of Chinatown's greatest assets is the variety and quantity of community services available for all age groups and backgrounds. Community service issues collectively made up the fifth top concern. In order to maintain and improve this valuable community asset, participants were specifically asked to rate the existing community services in Chinatown and indicate what type of services they would like to see more of in order to meet the needs of the community.

- **Education** was the top community service that people were interested in seeing more of in Chinatown. In addition to general classroom education, people were interested in job training and educating people on how to adopt better behavioral habits:
 - **Job training:** Of those, nearly 30% wanted education services for new immigrants, ranging from English language classes to classes to build career skills (such as vocational training). On a related note, a significant number of respondents were interested in diversifying the type of employment opportunities, increasing employment rates, and improving working conditions.
 - **Behavioral habits:** 20% of the people who talked about education were specifically interested in educating people about proper behavioral habits and civility. Littering and spitting were the behaviors that were seen as most problematic.
- **Recreational:** Many people felt that there was too little space for recreation and similar activities. Participants expressed a specific interest in activities for either younger people or elderly people. People were also interested more community-oriented or cultural activities in general, such as festival celebrations. In this category, several participants indicated that they would like to see more nightlife in Chinatown.
- Relatively few people suggested a need for new facilities for community services, although one person suggested a Chinese consulate located in Chinatown to get visas more easily and others wanted more healthcare facilities.

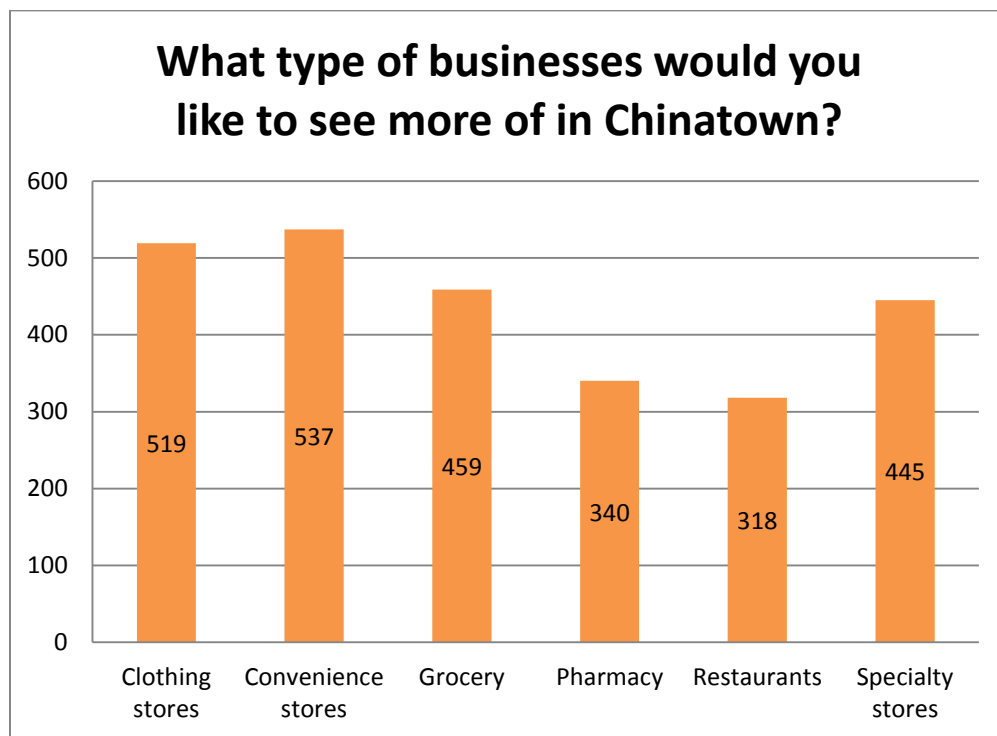
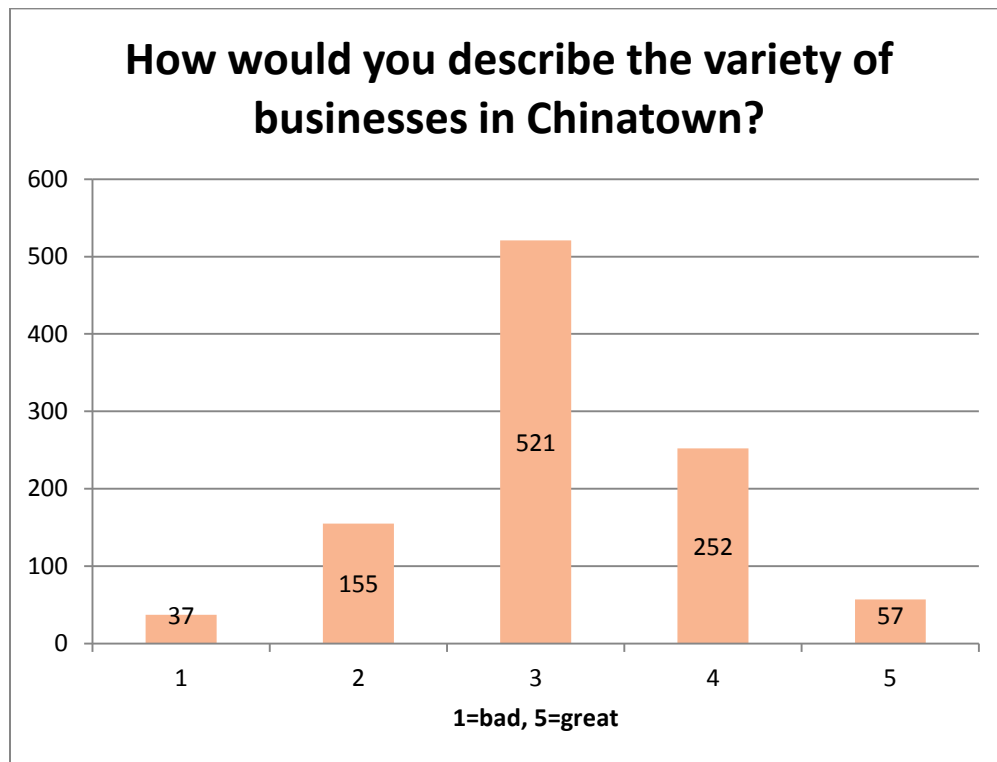




Economic Growth

As the Asian population continues to grow in Chinatown's core, it is crucial to examine the variety of businesses that are located in the community and what types of additional businesses are needed to meet the demand of the community. Economic development was the sixth top concern for survey participants overall. Respondents were also asked to identify the types of commercial needs they wanted to see in Chinatown.

- **Retail variety:** 40% of respondents wanted a larger variety of commercial businesses in Chinatown. Of those, there was the most demand for convenience, clothing, and grocery stores. Some people specifically called for more brand-name stores and chain restaurants in Chinatown.
- **Tourism:** 10% of the written responses discussed the need for an economic development strategy to boost tourism in Chinatown.

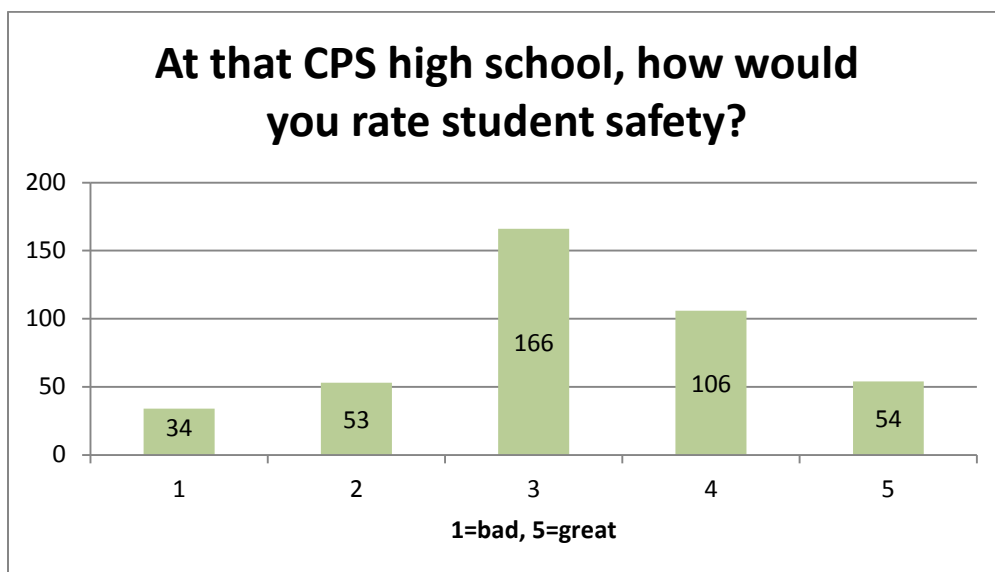
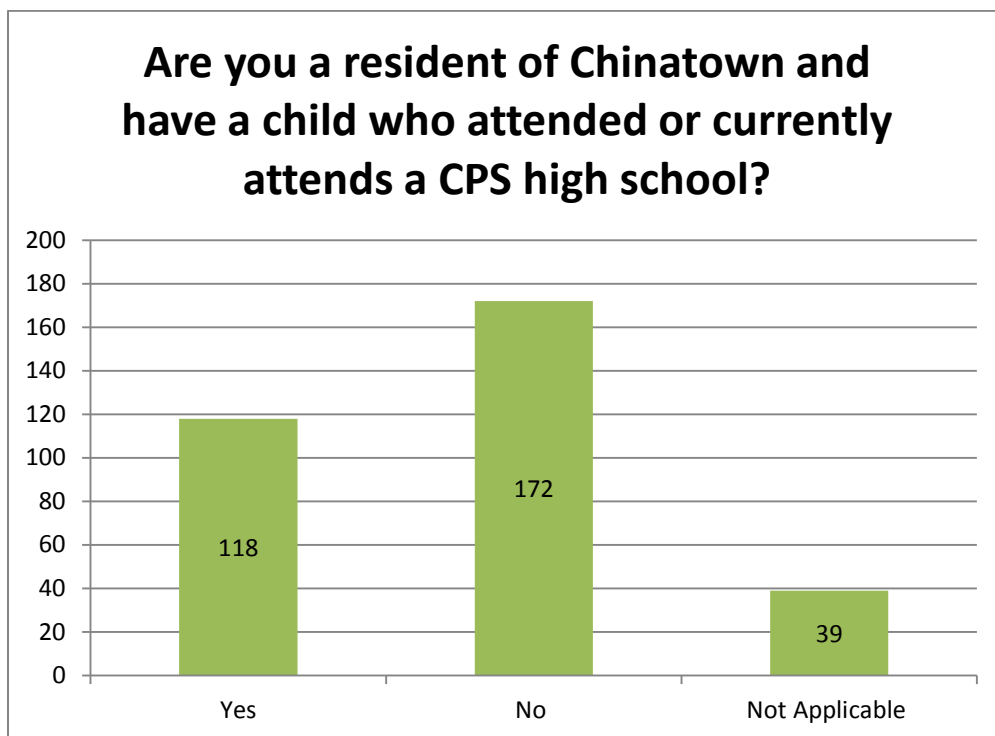


Education

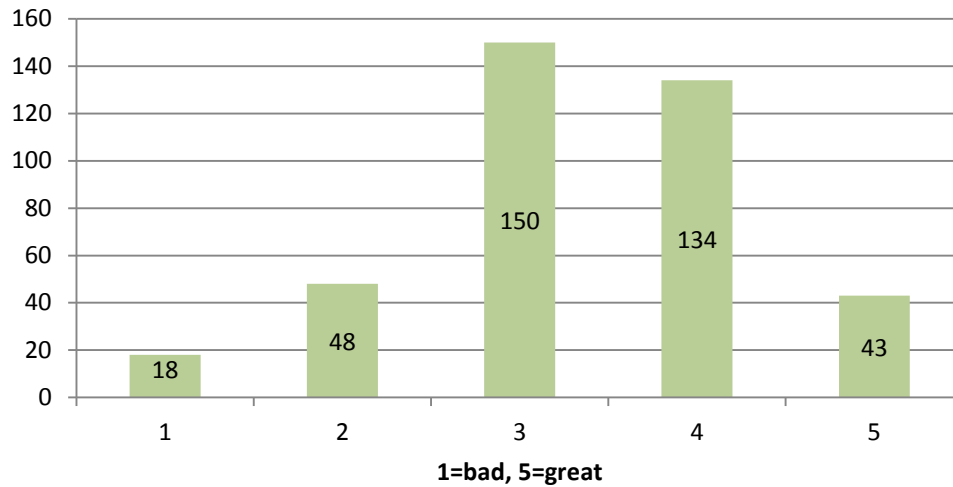
Chinatown residents who were either (a) a parent who had children who attended (or had attended) a Chicago Public School high school or (b) a current student at a CPS high school were asked to rate their level of satisfaction with student safety, the classroom learning

environment, and Chinese bilingual/language assistance programs. In general, the level of satisfaction with all three categories ranged from satisfactory to good.

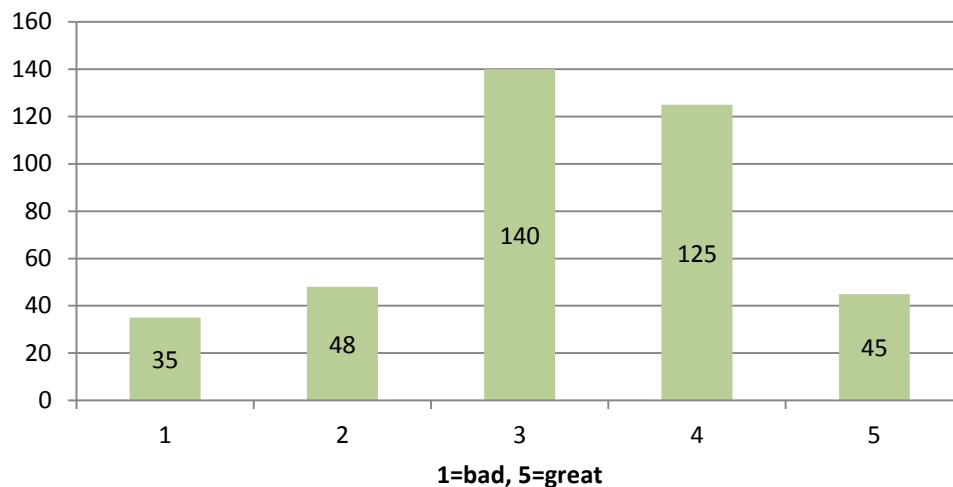
A number of people called for establishing a neighborhood high school since there is not a CPS high school directly serving the Chinatown neighborhood. Some people also specified their desire for this new school to be a bilingual (English/Chinese) school.



At that CPS high school, how would you rate the classroom learning environment?



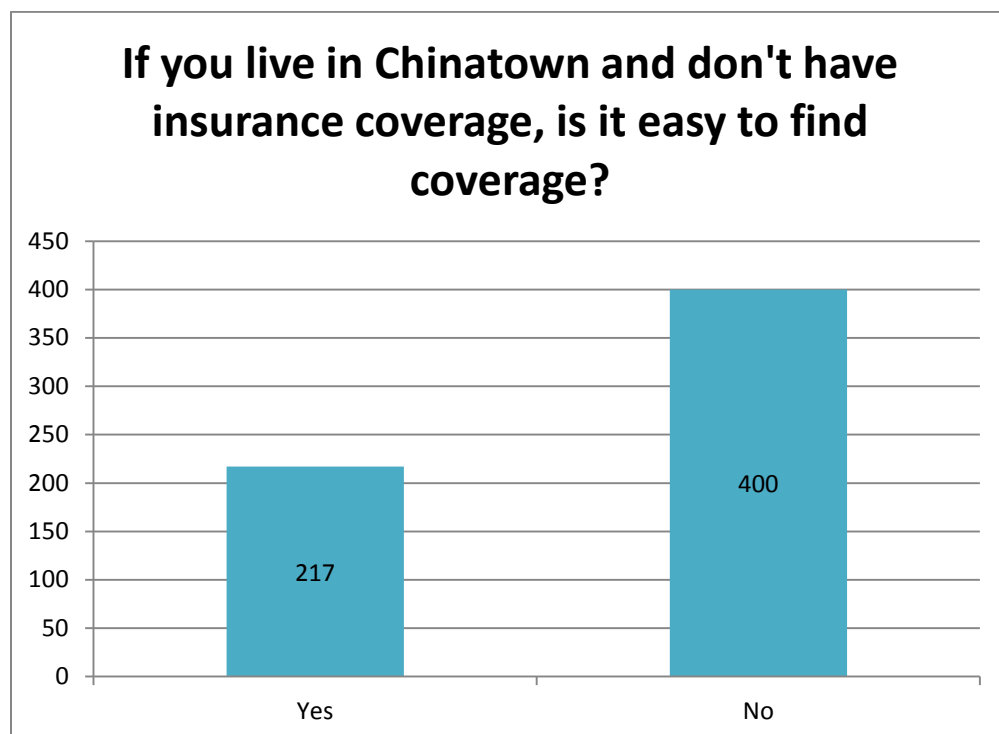
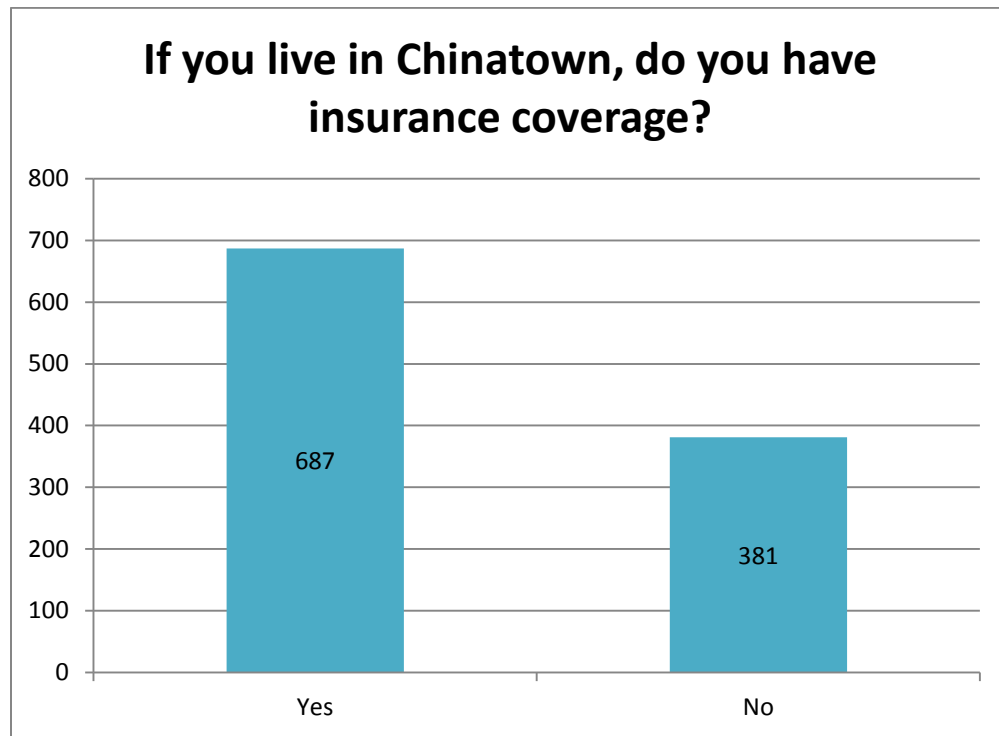
At that CPS high school, how would you rate the Chinese bilingual education/language assistance?

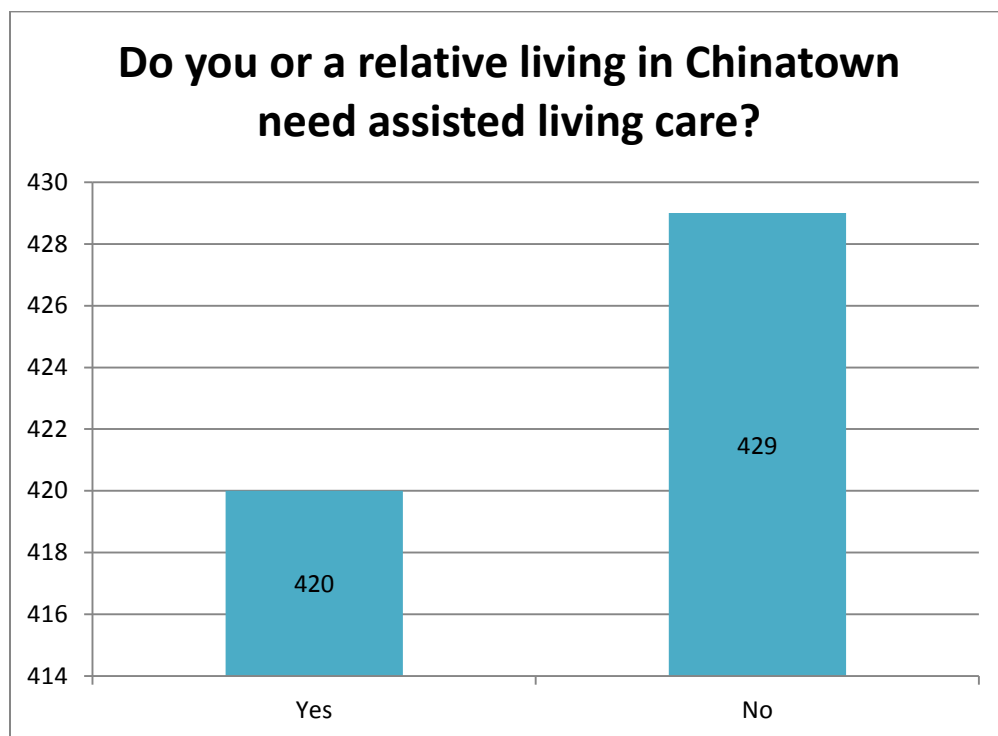
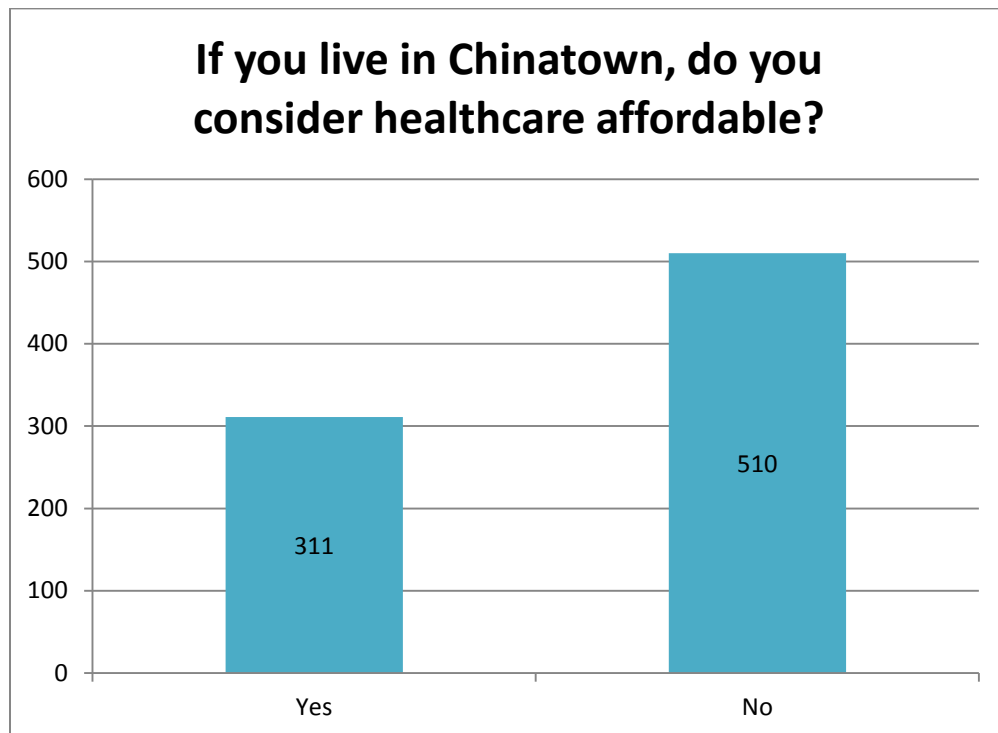


Healthcare

When participants were asked for their overall top three concerns, over half of the responses related to healthcare service provision and access. The survey also asked specific questions about healthcare coverage and the need for assisted living care. The results gathered from these questions indicate that there is a need for accessible and affordable healthcare in the community. Although most residents reported having some form of insurance, 36% of residents

currently do not have insurance and most of this group have not found it easy to obtain insurance. Recent immigrants in particular identified this as a major issue. Nearly two-thirds of respondents do not consider healthcare to be affordable. Lastly, although there is a significant elderly population in Chinatown, responses indicate that there is not a strong need for assisted living care.



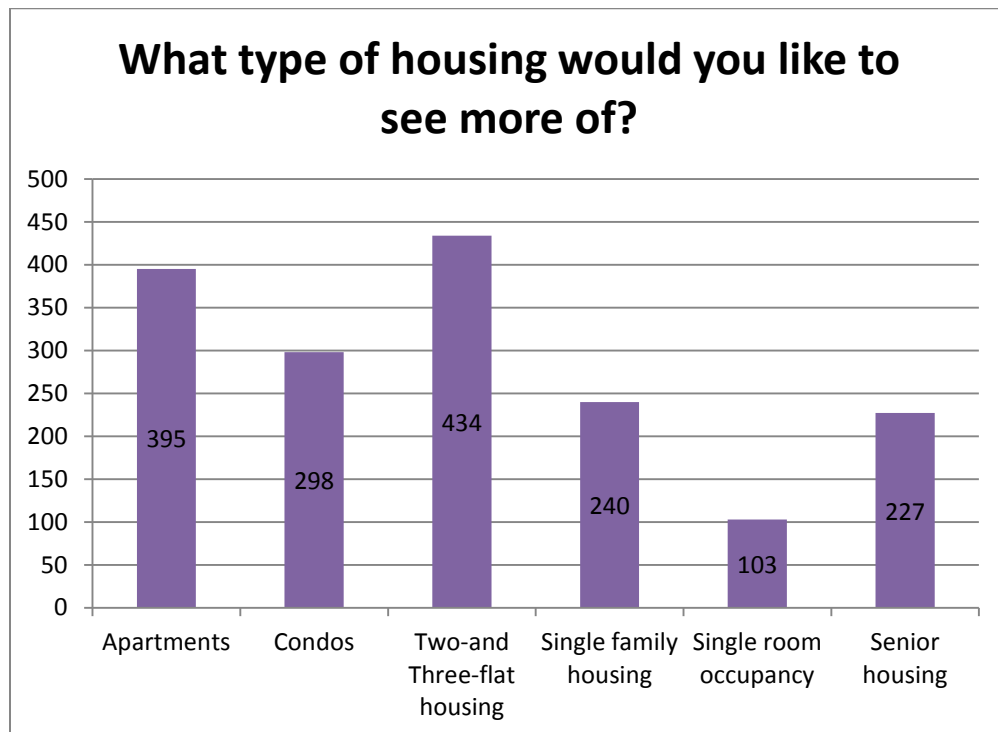
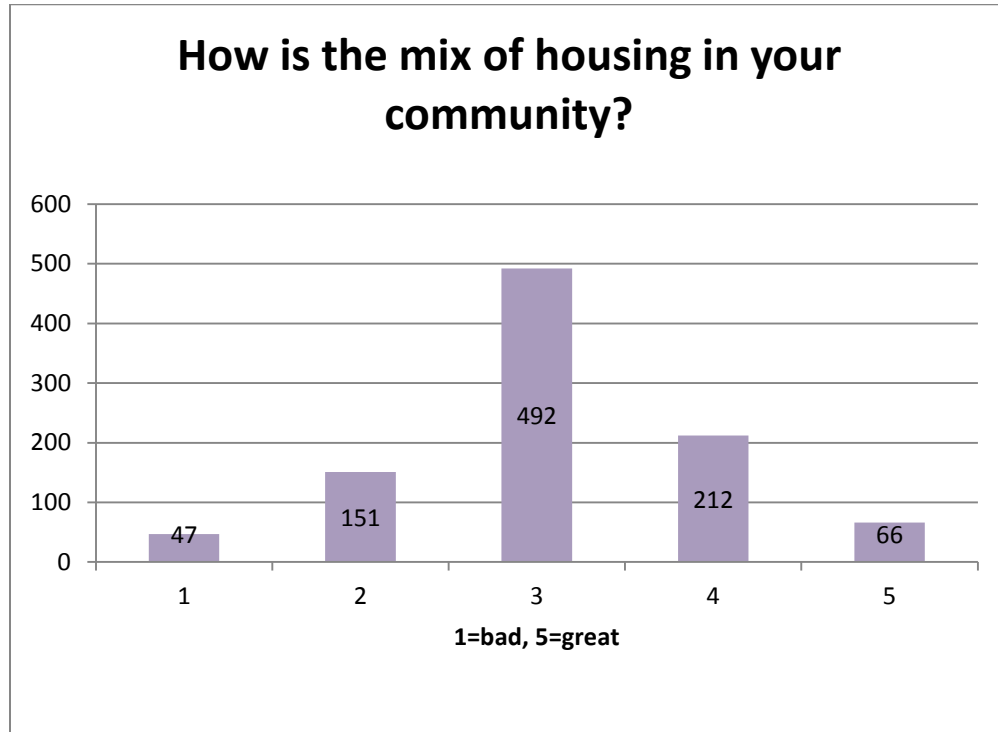


Housing

A key element of strategic planning for the future of Chinatown is to take a close at the existing housing available and as well as the type of housing people would like to see more of. Participants expressed the following opinions regarding the mix, supply, and affordability of housing:

- A significant number of people were concerned with housing affordability.

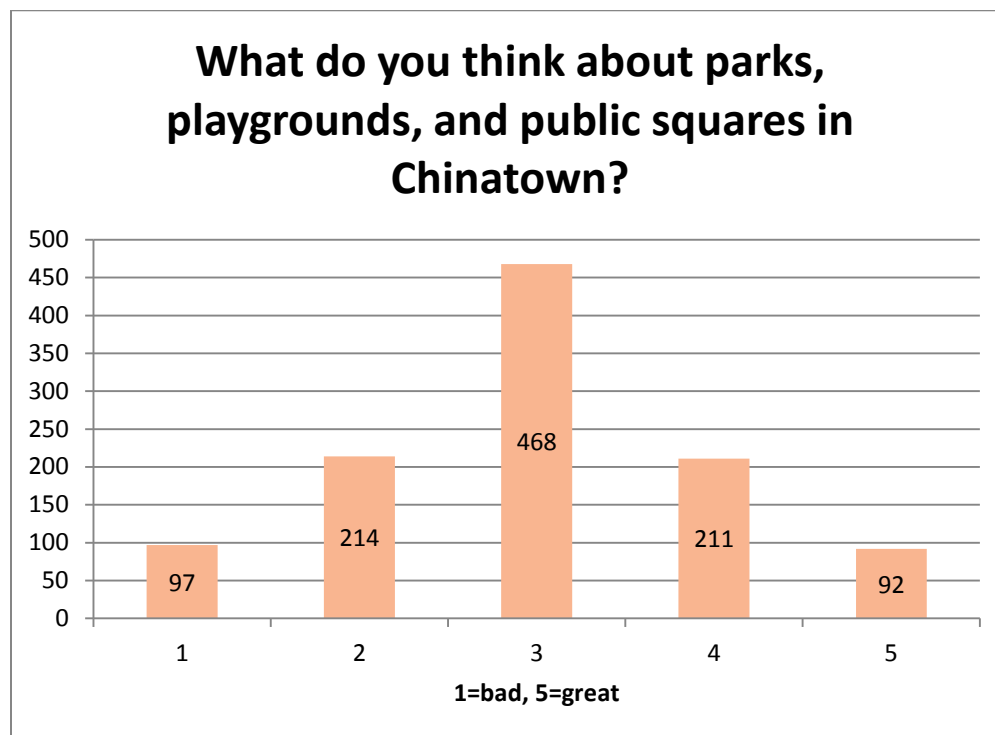
- Over 50% of the responses called for a greater supply of housing, with a strong interest in both apartments and two- or three-flat housing. Of the people interested in more housing, nearly 40% were interested in more apartments for individuals (particularly recent immigrants), while 35% were interested in elderly housing.
- 19% were concerned with the quality of the housing.

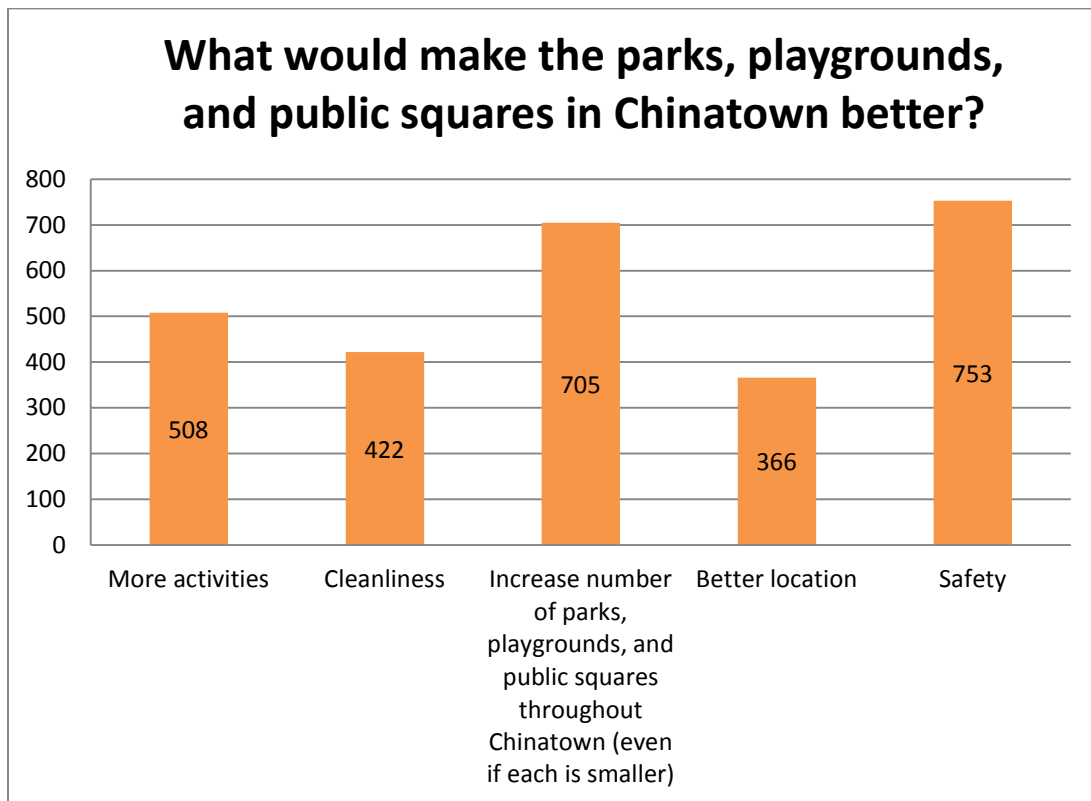


Parks, Playgrounds, and Public Squares

When asked for their overall top three concerns, very few participants mentioned parks, playgrounds, public squares, or other open spaces. Chinatown's core is within walking distance three main public open spaces: Ping Tom Park (a large park area along the riverfront), Sun-Yat Sen Park (a neighborhood park), and Chinatown Square. The participants were asked to rate their level of satisfaction with the existing parks and identify the main issues that impede the community from taking full advantage of these community resources. While many people expressed satisfaction with Ping Tom Park, participants expressed some concerns with Chinatown's current open spaces.

- **Safety:** As the number one overarching concern for the entire community, safety was also an issue for parks and other open spaces. Several people wanted more police patrols and street lights.
- **Increasing open space:** The second-highest issue relating to parks was increasing the amount of open space.
- **Cleanliness:** Most people believed that the parks were too dirty, with a lot of garbage and graffiti, and wanted to see better maintenance of these open spaces. Many people cited the lack of public bathrooms available and called for more to be built.
- **Activities and facilities:** Many people were interested in holding more activities, such as exercise, in parks and open spaces, along with more playground equipment and a swimming pool.



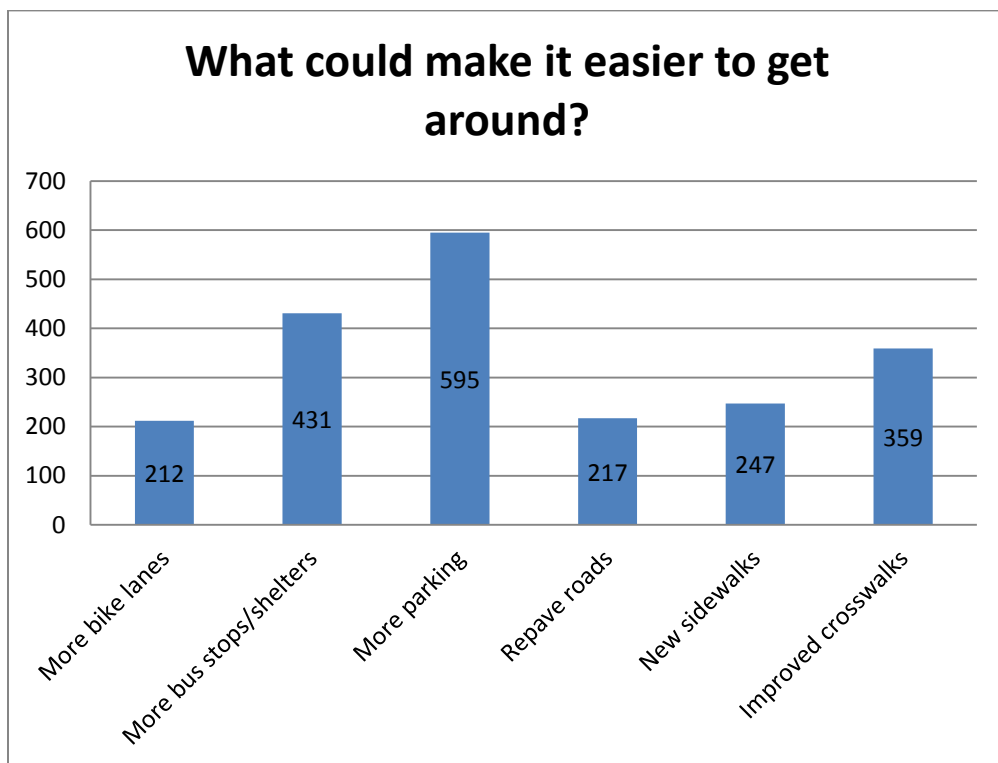
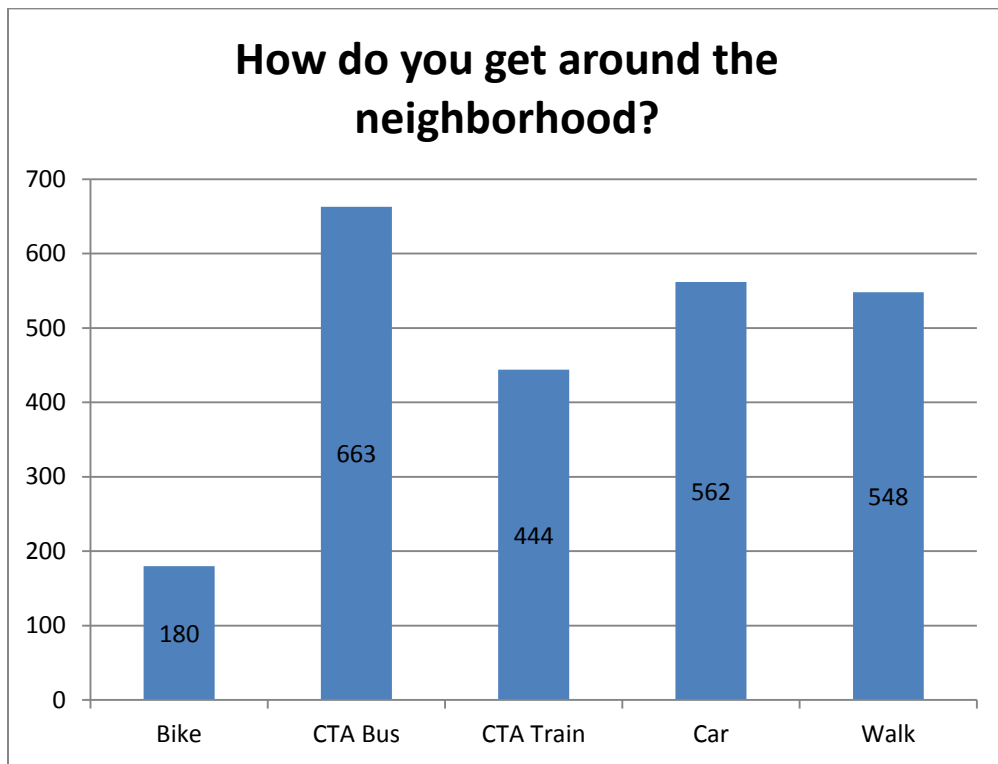


Transportation

The mobility of residents, stakeholders and visitors community into and around Chinatown is a crucial factor to examine for the Chinatown Community Vision Plan in order to understand the type of issues that exist and the improvements can be made to alleviate frustration when traveling around the community. Bus transit was the most common mode of transportation for Chinatown residents. Driving and walking were close seconds, followed by riding CTA trains. Of those who took public transit, the most common routes for Chinatown residents were 62, 24, 21, and 44 buses and the Red and Orange CTA subway lines.

Participants voiced a few areas in which transportation could be improved in the neighborhood:

- **Parking** was the number one transportation concern.
- **Expanding the access and service** of transportation also a very critical issue for people. Responses within this category suggested running more frequent buses, as well as adding additional bus stops or routes through Chinatown.
- **Improving pedestrian circulation** was a recurring theme, with people commenting on how difficult it is to cross major roads with high-volume traffic. Nearly all of the suggestions for transportation infrastructure were about stop signs or pedestrian overpasses or crosswalks to get around busy streets.
- **Following traffic rules:** About 10% of the comments related to behavioral problems, such as people not obeying traffic laws or following parking regulations.



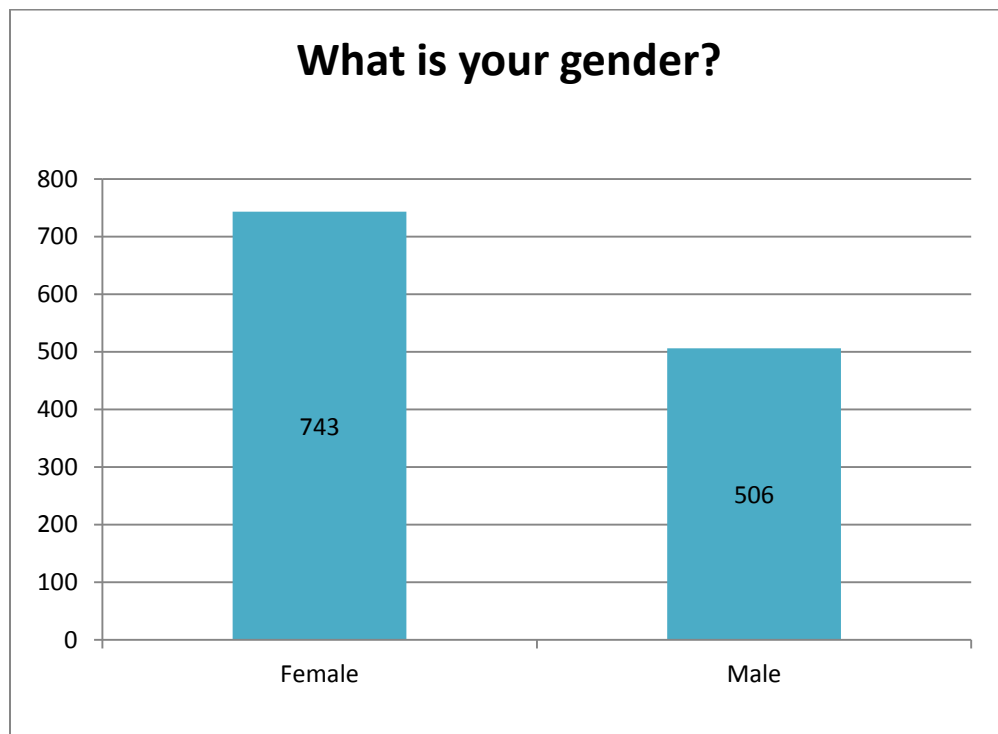
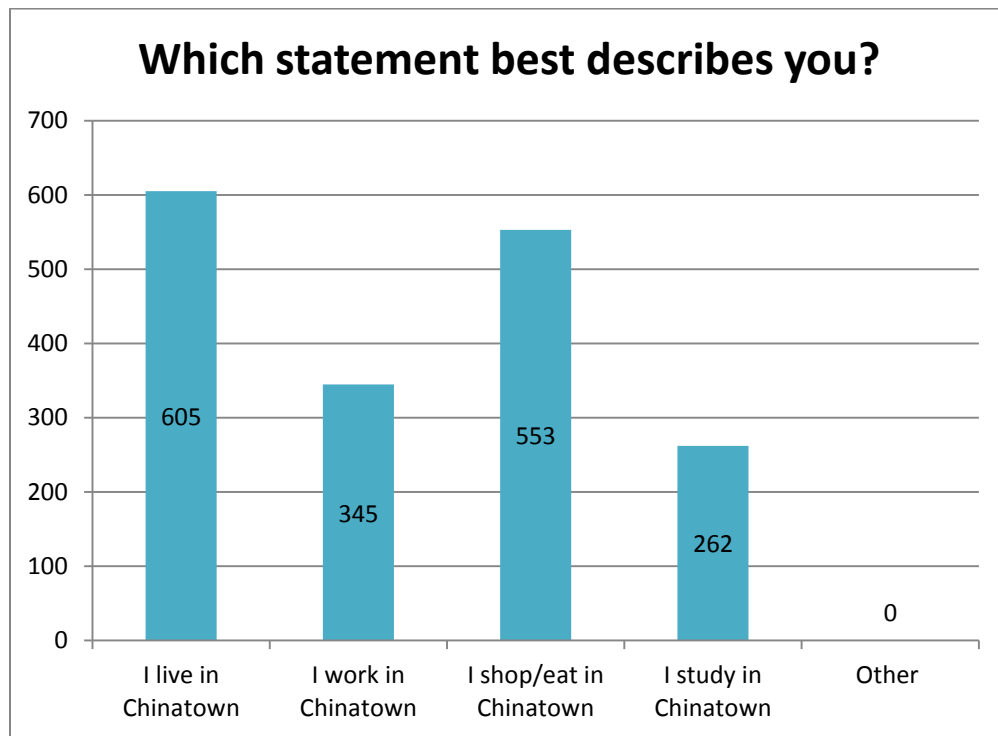
Project Area

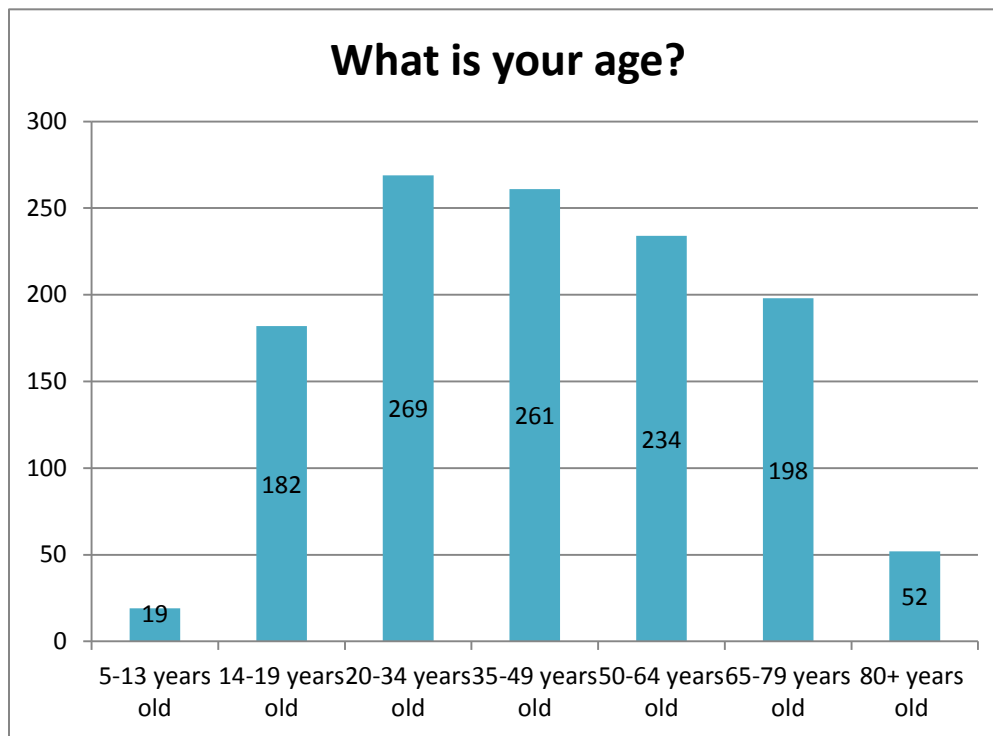
A map of Chinatown's core was included in the questionnaires to familiarize the community with the study area for the Chinatown Community Vision Plan, as well as gather feedback on areas in Chinatown they (a) like, (b) dislike, or (c) believe the community should invest time and effort into. The participants were asked to place symbols representative of each of these three categories on the map and follow up with a written comment. The main comments and suggestions are as follows:

- **Places people liked:**
 - Chinatown Square: many people commented that they liked going to restaurants and shopping here
 - Ping Tom Park
 - Community facilities, such as CASL, Pui Tak Center, CCBA, CBCAC, and the library
- **Places people disliked:**
 - The residential and commercial areas near Old Chinatown, with many participants explaining that they believe it is "dirty," "unsafe," and "crowded"
 - The number one reason people disliked places was because safety was bad, particularly near the viaducts or heavily trafficked intersections
- **Places people want to improve:**
 - Pedestrian crossings and access
 - Old Chinatown and Wentworth street: cleaning it up, attracting new businesses, modernizing it, integrating it better with Chinatown Square
 - People are looking forward to the new library
 - More retail overall

Demographics

This phase of public engagement reached over 1,600 residents and stakeholders from a variety of places, representing a wide range of demographic groups in Chinatown. Most participants indicated that they live in Chinatown. Nearly as many shop or eat in Chinatown. The majority of participants were female (60%). When asked to indicate their age group, the largest group of participants indicated that they were 20 to 34 years old (22%), followed closely by the 35 to 49 years old category (21%).





How this work informs the Chinatown Community Vision Plan

The extensive outreach efforts generated a large volume of useful data that will inform the next steps of the planning process. This analysis of the top concerns and needs of the Chinatown community identified many types of services, amenities, infrastructure, and activities that residents want to see improved. The next step for the project will be a public community visioning workshop to solicit input from the community on the following questions:

1. **Of all of the top concerns raised in the surveys, which should be addressed in the short-, medium-, and long-term?** Although we now have a sense of Chinatown's top concerns and needs, the workshop will help us to identify which ones are well-suited to immediate action and which will require long-term strategies, so that recommendations in the Chinatown Community Vision Plan can prioritize and phase activities accordingly.
2. **What specific strategies do people think would be most appropriate to address Chinatown's top concerns and needs?** Because Chinatown has such a unique culture and demographic, some strategies that work in other communities may not necessarily be effective for Chinatown. Therefore, we need more information from community members on how Chinatown's organizations and other city resources can best address the top concerns and needs that have been identified. This will help us develop the most concrete, feasible, and effective recommendations in the final plan.

By engaging community members in identifying potential solutions to the issues they care about, this workshop will allow them to actively participate in shaping the future of Chinatown. After the visioning workshop, CBCAC, Alderman Solis, CMAP, and the rest of the project

Steering Committee will work closely to develop a final plan that reflects the community's needs and offers appropriate strategies to address them.

Figure 1: "Chinatown Postcards from the Future"



華埠遠見計劃須要您的參與。

**The Chinatown Community Vision Plan
needs your input.**

嗨， _____, 2040

您一定要來看現在的中國城！這裡都有...

Hi,

You should see Chinatown now! There are...

請分享您希望看到的 2040 年的中國城的景象。
請盡可能具體說明。

Please share your ideas about what Chinatown
should look like in the year 2040. Please be specific.

PLACE
STAMP
HERE

Please place your post-
card in the comment box,
drop it off at CBCAC, or
mail it to us.

請將您的明信片放入紙盒中，
或送到華埠更好團結聯盟，
或郵寄給我們。

Coalition for a Better Chinese
American Community (CBCAC)
2141 S. Tan Court
Chicago, IL 60616

瞭解更多信息，請訪問

For more information about the plan, visit
www.cmap.illinois.gov/ta/chinatown.

COALITION FOR A BETTER CHINESE AMERICAN COMMUNITY
華埠更好團結聯盟

SOLIDARITY

In partnership with



Chicago Metropolitan
Agency for Planning

FY13-0080

Figure 2: Questionnaire (English)

WWW.CMAP.ILLINOIS.GOV/LTA/CHINATOWN
AUGUST 2040
WWW.CMAP.ILLINOIS.GOV/LTA/CHINATOWN
AUGUST 2040

Project Area

Legend:

- Core Study Area
- Chicago River - South Branch
- Open Space
- CTA Rail Lines
- Change Line
- Red Line
- CTA Bus Routes
- 21
- 44
- 62
- 5

A COMMUNITY VISION PLAN FOR CHINATOWN

In 1910, the Chinatown community moved from the southern edge of downtown Chicago to its present location centered at Cermak Avenue and Vanmeyer Road. While the neighborhood has developed its own unique sense of place over the years, from the 1930 opening of the On Leung Merchants Association Building (now known as the Pak Tai Center) to the ongoing construction of a bar house in Ping Ton Park, Chinatown has never had its own plan to guide development in ways that align with community-led priorities. Building upon the celebration of its centennial in 2010, Chinatown's businesses, community organizations, and residents will now have the opportunity to help shape its future. The Coalition for a Better Chinese American Community (CBACAC) and 18th Ward Alderman Daniel Solis are partnering with the Chicago Metropolitan Agency for Planning's Local Technical Assistance (LTA) program to develop a comprehensive community vision plan for Chinatown.

The Chinatown Community Vision Plan will:

- Define the community's vision for the future of Chinatown.
- Pinpoint the issues and opportunities that need to be addressed to achieve that vision.
- Identify short- and long-term strategies to achieve the community's future vision for Chinatown.

The Chinatown Community Vision Plan's focus will reflect priorities set by GO TO 2040, adopted in 2010 as metropolitan Chicago's first comprehensive regional plan in more than 100 years. The Chicago Metropolitan Agency for Planning (CMAP) developed and now oversees implementation of GO TO 2040, which is designed to strengthen livable communities and ensure the region is economically prosperous through mid-century and beyond. CMAP is helping communities throughout the region implement GO TO 2040 locally through its LTA program, which is funded by a three-year, \$4.24 million Sustainable Communities Initiative grant from the U.S. Department of Housing and Urban Development.

For more information or learn about upcoming events, visit www.cmap.illinois.gov/lta/chinatown.

*** Mark a place you LIKE in the community with a star. It can be a place you enjoy and like to visit. Tell us where or what this is:**

X Mark a place you DISLIKE in the community with an X. Tell us where or what this is:

O Circle a place the community should invest time and effort into. It can be a place that could become your favorite place. Tell us where or what this is:

This project is funded through a U.S. Department of Housing and Urban Development (HUD) Sustainable Communities Regional Planning grant, which supports CMAP's Local Technical Assistance (LTA) program.

PAGE 1

TELL US ABOUT YOURSELF:

Check all that apply to you.

Gender

☐ Female

☐ Male

Age

☐ 5-13 years old

☐ 14-19 years old

☐ 20-34 years old

☐ 35-49 years old

☐ 50-64 years old

☐ 65-79 years old

☐ 80+ years old

Which statement best describes you?

☐ I live here

☐ I work here

☐ I shop/eat here

☐ I study here

☐ Other: _____

WHAT ARE YOUR TOP 3 CONCERNS?

1 _____

2 _____

3 _____

PAGE 1

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AUGUST 2040
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AUGUST 2040

About your community

Community Identity

What makes Chinatown unique?

Write down the first thing that comes to mind.

Healthcare

Do you have healthcare coverage? ☐ Yes ☐ No

If not, is it easy to find coverage? ☐ Yes ☐ No

Do you consider healthcare affordable? ☐ Yes ☐ No

Do you or a relative living in Chinatown need assisted living care? ☐ Yes ☐ No

Community Services

How would you rate Chinatown's community services? (1 = bad, 5 = great)

1 2 3 4 5

What additional community services would you like to see? Check all that apply and describe:

☐ Cultural _____

☐ Educational _____

☐ Immigrant _____

☐ Recreational _____

☐ Religious _____

☐ Youth _____

Anything else? _____

Parks, Playgrounds, and Public Squares

What do you think about the parks, playgrounds, and public squares in Chinatown? (1 = bad, 5 = great)

1 2 3 4 5

What would make them better?

Check all that apply and describe:

☐ Activities _____

☐ Better location _____

☐ Cleanliness _____

☐ Increase number of parks _____

☐ Safety _____

Anything else? _____

Transportation

How do you get around the neighborhood?

☐ Bike _____

☐ CTA Bus (Which ones? _____)

☐ CTA Train (Which ones? _____)

☐ Car _____

☐ Walk _____

☐ Other _____

What could make it easier to get around?

☐ More bike lanes ☐ Repave roads

☐ More bus stops / shelters ☐ New sidewalks

☐ More parking ☐ Improved crosswalks

Anything else? _____

How Chinatown Looks

How would you rate how Chinatown looks today? (1 = bad, 5 = great)

1 2 3 4 5

What physical changes would improve Chinatown?

☐ Extra clean up of streets & alleys

☐ New commercial development

☐ New green landscaping or trees along sidewalks

☐ New residential development

☐ Upgrade business facades & signage

Anything else? _____

Housing

How is the mix of housing in your community? (1 = bad, 5 = great)

1 2 3 4 5

What would you like to see more of?

Check all that apply and describe:

☐ Apartments _____

☐ Condos _____

☐ Senior housing _____

☐ Single family housing _____

☐ Single room occupancy _____

☐ Two- and three-flat housing _____

Anything else? _____

Economic Growth

How would you describe the variety of businesses in Chinatown? (1 = bad, 5 = great)

1 2 3 4 5

What types of businesses would you like to see more of in Chinatown? Check all that apply and describe:

☐ Clothing stores _____

☐ Convenience stores _____

☐ Grocery _____

☐ Pharmacy _____

☐ Restaurants _____

☐ Specialty stores _____

Anything else? _____

Education

Are you a resident of Chinatown and have a child who attended or currently attends a CPS high school?

IF YES, which high school? _____

At that high school, how would you rate the following? (1 = bad, 5 = great)

Student Safety?

1 2 3 4 5

Classroom learning environment?

1 2 3 4 5

Chinese bilingual education/language assistance?

1 2 3 4 5

Anything else? _____

PAGE 2

PAGE 3

Figure 3: Questionnaire (Chinese)

WWW.CMAP.ILLINOIS.GOV/LTA/CHINATOWN-CHINESE
2040年6月
WWW.CMAP.ILLINOIS.GOV/LTA/CHINATOWN-CHINESE
2040年6月

專案區域

核心研究區域
 芝加哥河-南支流
 空地
 CTA- 鐵路線
 橙色線
 紅色線
 CTA- 巴士路線
 21
 44
 62
 8

華埠遠見計畫

1912年，中國城社區從芝加哥市中心南端搬到現在以舍麥路（Cermak Road）和永福街（Westworth Avenue）為中心的區域。從1920年安良工商會大樓（On Leung Merchants Association Building）（現在的培德中心）的開設，到正在興建中的譚延平紀念公園（Ping Tom Park）內的劇場，中國城多年來已形成其獨特風格。卻從來沒有以整個社區利益為主導，帶領社區發展的指導計畫。在慶祝2012年中國城建立一百周年之際，當地的商業、社區組織和居民將有機會聚一堂，共同塑造中國城的未來。此次規劃專案由華埠更好團結聯盟（CBCAC）與第25區的區長賴德仕合作推行，並得到芝加哥大都會計畫機構（CMAP）本地技術援助（LTA）計畫的支持，為中國城制定了一份整體社區遠見計畫。

這個社區遠見計畫將：

- 描繪中國城社區的未來發展藍圖。
- 確定實現這一遠見需要解決的問題和機遇。
- 確定實現華埠未來遠見計畫的短期策略和長期策略。

華埠遠見計畫的重點是反映2010年通過的“奔向2040”計畫中提出的重點。“奔向2040”計畫是100多年來芝加哥大都會的首個整體區域計畫，由芝加哥大都會計畫機構負責制定並監督實施。這項計畫的目的是為了加強適合居住的社區發展，並且確保在未來的幾十年內區域經濟得到蓬勃發展。

透過由美國住房和城市發展部可持續發展社區區域規劃撥款，向CMAP的LTA計畫提供為期三年、總額為424萬美元的資金，CMAP正在幫助整個中國城社區實施“奔向2040”。

欲知更多資訊或瞭解即將舉行的活動，請登錄網站www.cmap.illinois.gov/ltachinatown。

介紹你己：

在所有適合的選項前打勾。

哪句話最符合你的情況？

<input type="checkbox"/> 我在此居住 <input type="checkbox"/> 我在此工作 <input type="checkbox"/> 我在此購物/ <input type="checkbox"/> 享受美食 <input type="checkbox"/> 我在此學習 <input type="checkbox"/> 其他：	性別 <input type="checkbox"/> 女 <input type="checkbox"/> 男 年齡 <input type="checkbox"/> 5-13歲 <input type="checkbox"/> 14-19歲 <input type="checkbox"/> 20-34歲 <input type="checkbox"/> 35-49歲 <input type="checkbox"/> 50-64歲 <input type="checkbox"/> 65-79歲 <input type="checkbox"/> 80歲以上
--	---

你最關注哪3個問題？

1. _____
2. _____
3. _____

PAGE 4
PAGE 1

WWW.CMAP.ILLINOIS.GOV/LTA/CHINATOWN
2040年6月
WWW.CMAP.ILLINOIS.GOV/LTA/CHINATOWN-CHINESE
2040年6月

關於你的社區

社區獨特

中國城的獨特之處在哪裡？請寫下你想到第一件事情。

醫療保健

你有醫療保險嗎？ ☐ 有 ☐ 沒有

如果沒有，要獲得保險是否容易？ ☐ 是 ☐ 不是

你認為醫療保健能否承擔得起？ ☐ 能 ☐ 不能

你或者你居住在中國城的親戚是否要生活護理幫助？ ☐ 是 ☐ 不是

社區服務

你如何評價中國城的社區服務？（1=差，5=很棒）

1 2 3 4 5

你還希望社區提供什麼服務？在所有適當的選項前打勾並加以說明：

☐ 文化
☐ 教育
☐ 移民
☐ 娛樂
☐ 宗教
☐ 年輕人
 其他？

公園、遊樂場和公共廣場

你對中國城的公園、遊樂場和公共廣場有什麼看法（1=差，5=很棒）

1 2 3 4 5

什麼會讓他們看起來更好？

在所有適當的選項前打勾並加以說明：

☐ 活動
☐ 更好的位置
☐ 清潔
☐ 增加公園數量
☐ 安全
 其他？

交通

你在周圍社區的交通方式是什麼？

☐ 自行車
☐ CTA巴士（哪一路？）
☐ CTA火車（哪一趟？）
☐ 汽車
☐ 走路
☐ 其他

讓交通更便捷的方法是什麼？

☐ 更多的自行車道
☐ 更多的汽車站/候車亭
☐ 更多停車場
☐ 重新道路
☐ 新人行道
☐ 改善人行橫道
 其他？

中國城外觀

你覺得現在中國城看上去怎麼樣？（1=差，5=很棒）

1 2 3 4 5

中國城改造還需要什麼形狀上變化？

☐ 額外清潔街道和小巷
☐ 新商業開發專案
☐ 人行道的重新綠化
☐ 新住宅專案
☐ 提升商業門面和標牌
 其他？

住房

你社區的住房狀況如何？（1=差，5=很棒）

1 2 3 4 5

你還需要什麼？

在所有適當的選項前打勾並加以說明：

☐ 出租公寓
☐ 私人公寓
☐ 老年公寓
☐ 獨棟建築
☐ 單室套
☐ 兩、三層的公寓套房
 其他？

經濟增長

你如何形容中國城的各種商業？（1=差，5=很棒）

1 2 3 4 5

你希望在中國城看到更多的什麼商業？在所有適當的選項前打勾並加以說明：

☐ 服裝店
☐ 便利店
☐ 雜貨店
☐ 商店
☐ 酒店
☐ 專賣店
 其他？

教育

你是中國城的居民嗎？你是否有小於曾或目前正在上CPS高中？

如果是，哪所高中？

你如何評價該所高中？（1=差，5=很棒）

1 2 3 4 5

學生安全？

1 2 3 4 5

課堂學習環境？

1 2 3 4 5

中文雙語教育/語言協助？

1 2 3 4 5

其他？

PAGE 2
PAGE 3

Figure 4: Short canvassing survey



Community Vision Plan 華埠遠見計劃

TELL US ABOUT YOURSELF:

Gender

☐ Female

☐ Male

Age

☐ 5-13 years old

☐ 14-19 years old

☐ 20-34 years old

☐ 35-49 years old

☐ 50-64 years old

☐ 65-79 years old

☐ 80+ years old

Which statement best describes you?

☐ I live here

☐ I work here

☐ I shop/eat here

☐ I study here

☐ Other: _____


Economic Growth

How would you describe the variety of businesses in Chinatown? (1 = bad, 5 = great)

1 2 3 4 5

What types of businesses would you like to see more of in Chinatown? Check all that apply:

☐ Clothing stores

☐ Convenience stores

☐ Grocery

☐ Pharmacy

☐ Restaurants

☐ Specialty stores

Anything else? _____


Community Services

How would you rate Chinatown's community services? (1 = bad, 5 = great)

1 2 3 4 5

What additional community services would you like to see? Check all that apply:

☐ Cultural

☐ Educational

☐ Immigrant

☐ Recreational

☐ Religious

☐ Youth

Anything else? _____


How Chinatown Looks

How would you rate how Chinatown looks today? (1 = bad, 5 = great)

1 2 3 4 5

What physical changes would improve Chinatown? Check your **HIGHEST** priority:

☐ Extra clean up of streets & alleys

☐ New commercial development

☐ New green landscaping or trees along sidewalks

☐ New residential development

☐ Upgrade business facades & signage

Anything else? _____



Transportation

How do you get around the neighborhood?

- ☐ Bike
☐ CTA Bus (Which ones? _____)
☐ CTA Train (Which ones? _____)
☐ Car
☐ Walk
☐ Other _____

What could make it easier to get around?

- ☐ More bike lanes ☐ Repave roads
☐ More bus stops / shelters ☐ New sidewalks
☐ More parking ☐ Improved crosswalks

Anything else? _____



Healthcare

IF YOU LIVE OR WORK IN CHINATOWN:

Do you have healthcare coverage?

- ☐ YES ☐ NO

If not, is it easy to find coverage?

- ☐ YES ☐ NO

Do you consider healthcare affordable?

- ☐ YES ☐ NO

Do you or a relative living in Chinatown need assisted living care?

- ☐ YES ☐ NO



Parks, Playgrounds, and Public Squares

What do you think about the parks, playgrounds, and public squares in Chinatown? (1 = bad, 5 = great)

1 2 3 4 5

What would make the parks and open space better?

Check all that apply:

- ☐ Activities
☐ Better location
☐ Cleanliness
☐ Increase number of parks, playgrounds, etc.
☐ Safety

Anything else? _____



Housing

How is the mix of housing in your community?

(1 = bad, 5 = great)

1 2 3 4 5

What would you like to see more of?

Check all that apply:

- ☐ Apartments
☐ Condos
☐ Senior housing
☐ Single family housing
☐ Single room occupancy
☐ Two- and three-flat housing

Anything else? _____



Education

Are you a resident of Chinatown and have a child who attended or currently attends a CPS high school?

- ☐ YES ☐ NO

If YES, which high school? _____

At that high school, how would you rate the following?

(1 = bad, 5 = great)

Student safety?

1 2 3 4 5

Classroom learning environment?

1 2 3 4 5

Chinese bilingual education/language assistance?

1 2 3 4 5

WHAT ARE YOUR TOP 3 CONCERNS?

1 _____

2 _____

3 _____

Figure 5: Business merchant survey



MERCHANT SURVEY

Business Name _____
(All future references to "your business" will refer exclusively to the business listed above.)

Business Type _____

Business Owner(s) _____ Contact: _____

Business Address _____

Business Phone _____ Email _____

1. How long has your business been in operation at this location? (● mark ONE)

☐ under 1 year ☐ 1-5 years ☐ 6-10 years ☐ 11-20 years ☐ over 20 years

2. Does your business own or lease the space in which it is located? ☐ Own ☐ Lease ☐ Lease, want to purchase

3. How satisfied are you with the present location of your business? (● mark ONE)

☐ Very Satisfied ☐ Satisfied ☐ Neutral ☐ Unsatisfied ☐ Very Unsatisfied ☐ Plan to Move

Why? _____

4. Over the last five years, has your business: (● mark ONE)

- ☐ Improved dramatically?
☐ Improved somewhat?
☐ Stayed the same?
☐ Decreased somewhat?
☐ Decreased dramatically?
☐ Wasn't here

5. Do you have plans to expand or reduce operations for your business in the foreseeable future? (● mark ONE)

- ☐ I plan to expand products/services or square footage in Chinatown.
☐ I plan to expand products/services or square footage at a location outside Chinatown.
☐ I plan to reduce products/services or square footage in Chinatown.
☐ I don't have any plans for changes.

6. Are you, or the building owner, considering any building improvement projects? ☐ Yes ☐ No ☐ Don't Know

NEEDS AND OPPORTUNITIES ASSESSMENT

7. How strongly do you agree or disagree with the following statements? (● mark ONE answer for each statement)

	Strongly Agree (2)	Somewhat Agree (1)	Neutral (0)	Somewhat Disagree (-1)	Strongly (-2) Disagree
Local police protection is outstanding.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel safe in Chinatown, even at night.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local waste management service is outstanding.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local municipal services are well worth the level of local taxation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I always direct customers to other Chinatown businesses.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I seek ways to cooperate with complementary Chinatown businesses.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The existing business mix in Chinatown helps my business.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The look and feel of Chinatown helps my business.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My building façade draws customers into my business.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My window and store displays help my business.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most businesses in Chinatown do what they can to make their business look nice.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My advertising helps my business.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Businesses in Chinatown are open when customers want to shop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees of my business show great customer service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing for employees is readily available.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Businesses in Chinatown talk to each other and work together.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chinatown is an excellent place to have a business.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Please rate the degree to which you are experiencing the following business challenges? (● mark ONE answer for each item)

	Major Challenge (-3)	Minor Challenge (-2)	Don't Know (-1)	No Challenge (0)
Difficulty recruiting or retaining employees....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expensive rent.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insufficient financing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insufficient parking.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In-town competition.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Out-of-town competition.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Language barriers.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poor building condition.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restrictive business regulations.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shoplifting or theft.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unskilled workers.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. How useful would the following products and services be to your business? (● mark ONE answer for each item)

	Very Useful (3)	Useful (1)	Don't Know (-1)	Useless (-3)
Networking events (i.e. breakfast/luncheon meetings, business after hours)...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Group business training (e.g. workshops to help grow business).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workforce development.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cooperative advertising coordination.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising or marketing of Chinatown as shopping destination.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low interest business loan program.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low interest building improvement loan program.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Façade improvement matching grant.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sign improvement matching grant.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chinatown business directories, maps, etc. targeted to potential customers...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business training (e.g. how to write a business plan, etc.).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Analysis and reporting of the Chinatown market / economy.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free design assistance (for advertising, signage, window displays, etc.).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special event coordination (increasing foot traffic).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BUSINESS AND WORKFORCE DATA

10. Where do your customers typically park?
(● mark ONE)

- ☐ On the street ☐ In a private parking lot
☐ In a public parking lot ☐ Other _____

How far do customers typically have to park from your business? (● mark ONE)

- ☐ Near entry ☐ 2 blocks away
☐ ½ block away ☐ 3 blocks away
☐ 1 block away ☐ 4 blocks or more

_____ If you own a parking lot, how many parking spaces are available for customers (not employees)?

11. Where do you and your employees typically park?
(● mark ONE)

- ☐ On the street ☐ In a private parking lot
☐ In a public parking lot ☐ Other _____

How far do you and your employees typically have to park from your business? (● mark ONE)

- ☐ Near entry ☐ 2 blocks away
☐ ½ block away ☐ 3 blocks away
☐ 1 block away ☐ 4 blocks or more

_____ If you own a parking lot, how many parking spaces are available for employees (not customers)?

12. How many people, including owners, does your business employ in each of the following categories?
(Full-time = 32 or more hours/week)

Full-time year-round _____ Part-time year-round _____ Seasonal _____

13. What percentage of employees of your business live here in Chinatown? _____ %

MARKET AND MARKETING DATA

14. What are the hours of operation for your business?

Monday from _____ to _____

Tuesday from _____ to _____

Wednesday from _____ to _____

Thursday from _____ to _____

Friday from _____ to _____

Saturday from _____ to _____

Sunday from _____ to _____

15. What are your thoughts on store hours?

- ☐ I am open all the hours I need to be
- ☐ I can't be open more hours for personal reasons
- ☐ I should be open more hours, but can't afford the staff
- ☐ I should be open more hours, but can't find good staff
- ☐ I would be open more hours if I were sure of sales
- ☐ I would be open more hours if everyone else were

16. During a typical week, what are the seven busiest times for your business? (● mark up to SEVEN times total for the week)

	Before 11:00 a.m.	11:00 a.m.- 2:00 p.m.	2:00 p.m.- 5:00 p.m.	After 5:00 p.m.
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. What are the three busiest months of the year for this business? (● mark up to THREE)

- | | | |
|----------------------------------|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> February | <input type="checkbox"/> March |
| <input type="checkbox"/> April | <input type="checkbox"/> May | <input type="checkbox"/> June |
| <input type="checkbox"/> July | <input type="checkbox"/> August | <input type="checkbox"/> September |
| <input type="checkbox"/> October | <input type="checkbox"/> November | <input type="checkbox"/> December |

18. How many customers/clients visit your business per week during the summer months of May to October? (● mark ONE)

- ☐ none, all business via phone, Internet, etc. ☐ less than 50 ☐ 50-250 ☐ 250-500 ☐ Over 500

19. How many customers/clients visit your business per week during the winter months of November to April? (● mark ONE)

- ☐ none, all business via phone, Internet, etc. ☐ less than 50 ☐ 50-250 ☐ 250-500 ☐ Over 500

20. Which of the following events increased foot traffic or sales volume for your business, either during the event or in the next few days or weeks? (please indicate percentage)

- | | | |
|-------------------------------------|-------------------------------------|-------------------|
| ____% Chinese Lunar New Year Parade | ____% Chinatown 5K | ____% Other _____ |
| ____% Chinatown Summer Fair | ____% Temple Street Market Festival | |
| ____% Dragon Boat Races | ____% Autumn Moon Festival | |

21. Approximately what percentage of your customers come from each of the following areas?

(Total should = 100%)

- a. ____% Chinatown
- b. ____% Chicago outside of Chinatown
- c. ____% Suburbs

22. Approximately what percentage of your customers are:

- ☐ Chinese?
- ☐ Asian – other than Chinese?
- ☐ Non-Asian?

23. Please describe your customers:

Gender ☐ Male ☐ Female

Age ☐ under 18 ☐ 18-24 ☐ 25-44 ☐ 45-54 ☐ 55-64 ☐ Over 64

24. What percentage of the annual advertising budget for your business is spent with each of the following media?

(Total should = 100%)

- a. ____ % Newspapers
- b. ____ % Magazines
- c. ____ % Radio
- d. ____ % Television
- e. ____ % Window Displays
- f. ____ % Billboards
- g. ____ % Internet
- h. ____ % Local Service Organizations
- i. ____ % Other _____ (specify)

25. Please list up to six products and/or services that best differentiate your business from the competition.

_____	_____	_____
_____	_____	_____

26. To what degree do the following traits help make your business more competitive versus other competitors?

(● mark ONE answer for each item)

	A Lot	A Little	Not At All
Your Location.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your Parking.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your Hours.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your Service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your Name Brands.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your Quality.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your Selection.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your Price.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. What three Chinatown businesses complement your business the most? (specify up to THREE businesses by name)

- a. _____ b. _____ c. _____

28. With your business in mind, what types of businesses would you like to see more of in Chinatown?

- a. _____ b. _____